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PERIODICAL

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

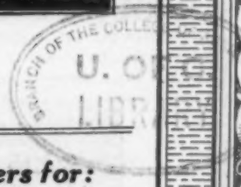
Chief Exponent of the American Nursery Trade

Vol. L No. 9 | NOVEMBER 1, 1929 | Per Copy 20c

PAINESVILLE NURSERIES

How is this for a good looking Norway Maple Block?

We have others just as good and bigger—fresh blocks as yet untouched—
—of Elms, Sycamores, other Maples, etc. Come and see 'em.



General Nursery Stock

from 1500 Acres

VARIETY - QUANTITY - QUALITY

Prices Interesting

Let Us Quote On Your Want Lists

THE STORRS & HARRISON CO.

"Painesville Nurseries"

PAINESVILLE, Lake County, OHIO

Headquarters for:

CATALPA BUNGEI
JAPAN WEEPING CHERRY
SIEBOLDI CHERRY
CORNUS FLORIDA RUBRA
CAMPERDOWN ELM
MOLINE ELM
VASE ELM
NORWAY MAPLE
SILVER MAPLE
EUROPEAN MT. ASH
PRUNUS PISSARDI
PYRACANTHA LALANDI
ROSE ACACIA (Top worked)
EUROPEAN SYCAMORE
WISCONSIN WILLOW

39 STATE ST. ROCHESTER, N. Y.

American Fruits Publishing Co.

"New York State Grown"

NURSERY STOCK
FRUITS
ORNAMENTALS
ROSES
EVERGREENS

Send for Price List

W. & T. Smith Co.
Geneva, N.Y.
Organized in 1846
1000 Acres in 1928

SPRING, 1930

One Year CHERRY and APPLE
Two year EARLY RICHMOND
Apple in VARIETY, PEAR and PLUM.

Beautiful lot of

Budded Elm, Seedling Elm, Soft Maple

Norway Maple and other ornamental trees

Shrubs in car lots, especially **Spirea Van Houtti,** 3-4 ft. and 4-5 ft.

Evergreens 40 varieties

Arbor Vitae, Pyramidalis and **Globes** in car lots. Specimen plants

C. M. HOBBS & SONS

BRIDGEPORT, INDIANA
Largest Nursery in Indiana

Best Tree Digger on Earth

Write for Descriptive Circular and Prices

Stark Brothers

NURSERIES AND ORCHARDS COMPANY
Louisiana, Missouri

—This mark on a shipment of Nursery Stock is Your assurance of its Quality.

Yes - 24 Hour SERVICE

That's what we can promise and deliver—now—on all

NURSERY STOCK

Large General Assortment Ready for Immediate Shipment

NEVER was our nursery stock in better condition—in quality, quantity or variety. Stock has matured in particularly fine shape, and we can fill your orders promplty and efficiently. The particularly favorable growing season we have experienced this year has made it doubly sure you can—

Depend on Us for Your Every Need

We Sell to Wholesalers Only

"One of America's Foremost Nurseries"

MOUNT ARBOR NURSERIES

SHENANDOAH, IOWA
E. S. WELCH, President WHOLESALE

EVERGREENS EXCLUSIVELY

Large Nurseries Selected Trees

Write Us For Prices

THE DAISY HILL COMPANY

NURSERY
CHAGRIN FALLS,
OHIO

OFFICE
TERMINAL TOWER
CLEVELAND, OHIO

FALL SHIPMENTS

of Evergreens, Ornamental Shrubs, Rock Garden and Perennial Plants are being made every day. Here are some of our specials:

	Per 100	Per 1000
Currants, red, 2 yr. No. 1	$ 5.00	$ 35.00
Maple, Silver, 8-10"	45.00	300.00
Maple, Silver, 10-12"	60.00	350.00
Althea, tree form, 4-5'	30.00	200.00
Cercis Canadensis, 4-5'	60.00	250.00
Cornus Lutea, 3-4'	20.00	150.00
Cydonia Japonica, 3-4'	30.00	200.00
Deutzia Gracilis, dwarf 15-18"	15.00	100.00
Deutzia Lemoine, dwarf 24-30"	15.00	100.00
Honeysuckle Bush, Assorted, 3-4'	20.00	120.00
Lilac, Persian, 3-4'	30.00	175.00
Philadelphus Avalanche, dwarf., 30-36"	22.50	150.00
Spirea Arguta, 2½-3'	20.00	100.00
Spirea Froebelli, 18-24"	12.00	100.00
Spirea Thunbergii, 2-2½'	20.00	100.00
Symphoricarpos Racemosus, 2-3'	12.00	100.00
Tamarix, Assorted, 3-4'	18.00	100.00
Weigela Rosea, 3-4'	20.00	120.00
Snowballs, 2-3'	30.00	200.00
Clematis Paniculata, 3 yr.	20.00	100.00

Thousands of other Trees, Shrubs and rock garden perennials at reasonable prices. If you are not on our mailing list, write us, and send us your want list, as we can often quote better prices on stock we have in heavy surplus.

ONARGA NURSERY CO.

CULTRA BROS., Mgrs. **ONARGA, ILLINOIS**

E. P. BERNARDIN

Parsons Wholesale Nurseries

PARSONS, KANSAS

Established 1870

Specialties

Amoor River North Privet, 2 yr., 2-3 and 3-4 ft., well branched.
Bungei Catalpa, 4½-8 ft. stems.
Lombardy Poplar, 5-6 to 10-12 ft.
Thurlow Willow, 5-6 to 10-12 ft.
Lonicera Bella Albida, 2-3 to 5-6 ft.
Deutzia Pride 2-3 to 5-6 ft.
Forsythia Asst., 2-3 to 4-5 ft.
Tamarix Asst., 2-3 to 5-6 ft.
Purple Wisteria, 2 & 3 yrs.

EVERGREENS—Biotas and Junipers, in good supply.
Early Harvest B. B. root grown plants.
Long list of Ornamentals in generous supply.

Strawberry Plants

We have a large acreage of the NEW MASTODON and millions of other Strawberry Plants. Also a million Blackberry, Raspberry, Dewberry Plants, etc., 200,000 Rhubarb, 1,000,000 Horseradish, Amoor River Privet, Concord Grape Vines, Dahlias and Cannas. All our plants grown on new land. Write for price list.

LaFrance Fruit and Plant Farms

F. W. Dixon, Manager **Holton, Kansas**

VILLOSA LILAC SEEDLINGS
EVERGREEN SEEDLINGS
and
TRANSPLANTS
WHITE BIRCH
LATHAM RASPBERRY PLANTS

J. V. Bailey Nurseries

Daytons Bluff Sta. St. Paul, Minn.

PECAN TREES

CAR LOTS our specialty, but we accept orders from nurserymen for any number of trees.

Simpson Nursery Co.

Monticello, Fla. **Established 1902**

WATERPROOF PAPER LABELS
Red or White, Plain or Printed
Sample Free
OHIO NURSERY CO.
Elyria, Ohio

BRISTOL'S TREES

Northern-grown, Hardy Evergreens Forest and Ornamental Stock, especially Red Pine

H. R. BRISTOL, Plattsburg, N. Y.

"We Ship 'Em Quick"

HARDY SHRUBS, ROSES, PRIVETS, FRUIT TREES, GRAPE VINES and SHADE TREES. CUT LEAF WEEPING BIRCH, A SPECIALTY.

Champion Nurseries

PERRY, OHIO

American Bulb Company

Importers and Growers of
Dutch Bulbs, Cannas, Tuberoses, Gladioli, Hardy Lilies, Manetti, Lily of Valley, Sphagnum Moss.
Send For Free Catalogue.
8 Murray St., New York City — 152 N. Wabash Ave., Chicago, Ill.

Perennial and Alpine Plants

A list for Landscape Architects, Nurserymen and Gardeners.

WESTCROFT GARDENS
GROSSE ILE, MICHIGAN

PIN OAKS are Scarce

YES, but there is a plentiful supply at "The Cole Nursery Company". **Five thousand** (5,000) beautiful trees in grades from 6 to 8 feet up to 2 inches. Also a few hundred on up to 5 inches.

Right Prices—May We Quote You the Quantities Needed

SUGAR MAPLE—In contrast to the Norway Maple outlook, all large nurseries are prophesying a continued shortage of Sugar Maple. This grand old native tree will always be in great demand. **Cole** has 20,000 Sugars, exceptionally well grown trees, 6 ft. to 8 ft., 8 ft. to 10 ft. and 10 ft. to 12 ft. Dirt cheap for quick sale.

MORE GOOD SHADES

2,000	Sugar Maple	1½" to 5"
20,000	Silver Maple	All sizes
3,000	Wier Maple	6' up to 2½"
2,000	Ailanthus glandulosa	6' up to 2½"
10,000	Catalpa bungei	2 yr. heads
5,000	Tea's Weeping Mulberry	2 yr. and 3 yr. heads
10,000	European Sycamore	All sizes
10,000	Lombardy and Bolleana Poplar	All sizes
3,000	Salix babylonica	6' to 8' and 8' to 10'
2,000	Salix niobe	6' to 8' and 8' to 10'
5,000	American Elm	6' up to 2½"

ALSO QUALITY SHRUBS, EVERGREENS, FRUITS, IN FACT

"Everything that's Good and Hardy"

THE COLE NURSERY COMPANY

Forty-eight years at Painesville, Ohio

We will have our usual supply of

FRUIT, SHADE AND ORNAMENTAL TREES
FLOWERING SHRUBS
APPLE SEEDLINGS
PEAR SEEDLINGS
and
FOREST TREE SEEDLINGS
for Fall 1929

If you are interested in

one year

KIEFFER and GABBER PEAR
HYDRANGEA PANICULATA
SPIREA VANHOUTTE
or
AMOOR RIVER PRIVET

write us.

We can quote you favorable prices on these items

J. H. SKINNER & CO.
Topeka, Kansas

SPECIALTIES

We Have
Ornamentals and Broad-Leaved EVERGREENS AND LINING-OUT STOCK

Rhododendron Catawba	Cornus Florida
Acer Palmatum	Kalmia Latifolia
Rhododendron Maximum	Ilex Opaco
Carolina Hemlock	Azalia Nudiflora
Leucothoe Catesbaei	Cornus Rubra
Perennials	Florist Greens

Our List Quotes Lowest Prices

WILDACRE NURSERIES
COLLETTSVILLE, N. C.

Bolling Farms Nurseries

Growers
ORNAMENTAL SHRUBS
BROAD LEAVED EVERGREENS, PRIVET, VINES, POPLARS, ARBORVITAE
And other Conifers

Catalog and list of our offerings will be sent upon request.

Bolling, Alabama, Dept. B

Nurseryman Profits by Our Home Study Course in
LANDSCAPE ARCHITECTURE

Wm. N. Alcorn, Jr. writes

"When I started your course I was nursery foreman—now I am nursery superintendent. Your course did me a tremendous amount of good. I greatly recommend it to any one desiring a quick, practical knowledge of the landscape business."

You, Too, Can Better Your Position

Our quickly-mastered home study course has enabled many to find success in this uncrowded profession.

Unlimited Opportunities

—await Landscape Architects. Experts earn $5,000 a year up, and the demand far exceeds the supply.

SEND THIS COUPON TODAY.

Gentlemen: Please send me details regarding your Home Study Course.

Name .....

Address .....

AMERICAN LANDSCAPE SCHOOL
10 Plymouth Bldg. DES MOINES, IA.

HEADQUARTERS

Year in and Year out for
ONE YEAR APPLE
and
JUNE BUDDED PEACH
All Grades and Standard Varieties
Write for prices.
CALIFORNIA PRIVET, ETC.
Cumberland Valley Nursery Co.
INCORPORATED
McMinnville, Tenn.

True Pyrus Baccata Seedlings
Minnesota Fruit Breeding Farm Products
Cut Leaf Weeping Birch (All sizes)
European White Birch (All sizes)

Introducers of the
SUMMIT SPIREA
New and hardy perennial, $1.00 each
Wholesale List on request
SUMMIT NURSERIES
Frank L. Seifert, Prop. Stillwater, Minn.

LABELS FOR NURSERYMEN

THE BENJAMIN CHASE CO.,
DERRY, N. H.

NEW PHILADELPHUS

In All Sizes

ALBATRE	MONT BLANC
BANNIERE	NOVINA
BOUQUET BLANC	OPHELIA
FAVORITE	PYRAMIDAL
GIRANDOLE	VOIE LACTEE
GLACIER	VIRGINAL

Also a fine lot of HYDRANGEA, ARBORESCENS and P. G.'s
Write for prices.
R. H. MURPHEY'S SONS
Urbana, Ohio

CONSIDER QUALITY

2 year CHINESE ELM *(Ulmus Pumila)* Seedlings
NORTHERN TYPE
SPARINGLY IRRIGATED
WELL MATURED

Far superior to 1 year forced, soft stock commonly offered. Sizes ranging from 12 inches to 5 feet. At the one year price as long as they last.

Tolleson Nurseries, Denver, Colo.

Genuine Scotch Grown Seeds
Storrie's Invincible Scotch Prize Strains
Our Gold Medal Polyanthus Mixed, $3.50 per oz.
" " " " Gold Laced, $3.50 per oz.
" " " Cowslip Mixed $2.00 per oz.
As shown at Chelsea Show, London, etc.
STORRIE & STORRIE, LTD.
Glencarse, Perthshire, Scotland

AMERICAN NURSERYMAN —— November 1, 1929

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the cariot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for $2.50 a year; to Canada or abroad for $3.00 a year. Single copies of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammeled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

☞This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

30 State Street,
Rochester, N. Y.

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SPRING BULLETIN NO. 1 — *Out Early November*

The Most Complete Line of Merchandise this Company Ever Offered. On Carload Orders Can Quote SPECIAL PRICES

TODAY—Special This Month—Prices Slashed on

LITTLE SPECIMEN EVERGREENS

Especially Grown and Trimmed for the WINDOW BOX TRADE

FOR IMMEDIATE SHIPMENT

	per 100
Retinospora Plumosa	
1800 12-15″	$50.00
1600 10-12″	30.00
Thuya Compacta	
1400 12-15″	50.00
800 10-12″	30.00
Thuya Globosa	
500 12-15″	50.00
900 10-12″	30.00
Thuya Tom Thumb	
800 12-15″	50.00
500 10-12″	30.00

BARBERRY THUNBERGI, 3 yr.

	Per 100	Per 1000
5000 2-3 ft.	$15.00	$125.00
10000 15-18 in.	12.50	100.00
10000 12-15 in.	8.50	60.00

CALIFORNIA PRIVET

	Per 1000	Per 10000
20000 3-4 ft., 6 branches and up	$65.00	$600.00
50000 2-3 ft., 4 branches and up	40.00	350.00
50000 18-24 in., 3 branches and up	30.00	250.00
50000 12-18 in., 3 branches and up	20.00	175.00

FORCING ROSES

For November-December Delivery

$35.00 per 100, $300.00 per 1000, except as noted

250 Catherine Zeimet, pure white
1500 Echo, soft pink
5000 Edith Cavell, velvety crimson
5000 Ellen Poulsen, dark brilliant pink, one of the best
500 Erna Teschendorf, deep crimson
400 Golden Salmon, intense golden salmon—new, 50c
600 Gruss an Aachen, flesh pink overlaid with yellow
4000 Ideal, beautiful dark scarlet
250 Jean d'Arc, white
500 LaMarne, bright salmon rose
1500 Rosarie, extra nice, 36″ tops, 40c

and, of course, a Complete Line of Other Stock

C. R. BURR & COMPANY, Inc. { *General Nurserymen* } **MANCHESTER, Conn.**

The Preferred Stock

NO. 4 OF A SERIES

NURSERYMEN WE HAVE MET--By Jack a Perk

WHY THE BLANKETY BLANK DONTCHA BUY YER STOCK FROM J.&P. AN' PLAY SAFE!
NURSERY CO.
MY
GOODNESS!
REAR VIEW OF NURSERYMAN WHO IMPRUDENTLY BOUGHT CHEAP STOCK —

The Nurseryman who takes a chance on cheap, carelessly graded stock exposes himself to possible physical disfigurement when he comes up against a terrible tempered Consumer. Most consumers, however, don't indulge in volcanic eruptions—they just smoulder inside—and buy some place else the next time. They're the ones to think about. Significantly yours,

JACK

Jackson & Perkins Company
Wholesale Only
Newark, New York.

Specimen Evergreens

We offer several blocks of large Evergreens including

American Arbor Vitae
Douglas Golden Arbor Vitae
Globosa Arbor Vitae
Compacta Arbor Vitae
Austrian Pine
Balsam Fir
Douglas Spruce
Black Hills Spruce
Norway Spruce

Come and examine the stock. We will tag trees especially for your order.

The SHERMAN NURSERY Co.
Department C, Charles City, Iowa

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade
National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

VOL. L ROCHESTER, N. Y. NOVEMBER 1, 1929 No. 9

Enlarged Plans For Nurserymen's Advertising

Campaign Committee Arranges for Striking Use of Color In Spring Publicity Supplemented By An Effective Black and White Schedule

NURSERYMEN TO ADVERTISE MORE AGGRESSIVELY THAN EVER

EVER since the convention in Boston, the Advertising Committee has been diligently working on the plans for next spring's advertising. From advance information that comes to this office, it looks like the Nursery industry will step out and put their message to the people in a more aggressive way than has ever been done before.

Last season's activities, in spite of the late start, proved very successful. The advertising brought a huge amount of returns and the Yard and Garden Contests were 100% greater than anticipated.

Vogue For Beautiful Grounds Sweeps the Country

This is to be the key-note of the advertising in the spring. It is to let people know that they must step in line with the vogue for beautiful grounds. This is to be done by beautiful color pages appearing in the Ladies' Home Journal and the American Home, with a black and white schedule in the Country Gentleman, Better Homes and Gardens, and House and Garden. Everyone, who has seen these new advertisements, is unusually enthusiastic about them, for they have been done by the best photographers and artists available in America. The committee felt that only the finest art work and photographs should be used in these advertisements. For this reason, much time was spent on Long Island and in the suburbs around Chicago to secure just the right photographs, etc.

Advertising Committee Announces a New Booklet

The Advertising Committee also announces a brand new booklet entitled "How to Make an Outdoor Living Room." This new booklet will be profusely illustrated, with many pages in color. Detailed plans will be given which will show the home owner just how to plan an Outdoor Living Room and he will be sent to a subscribing Nurseryman for assistance in carrying out the details.

1930 Yard and Garden Contest Already Under Way

The Yard and Garden Contest Association has been very busy this fall promoting many new contests in the southern and extreme western states. Thousands of Awards of Merit are being sent out from headquarters to winners of prizes in various sections of the United States. It is also interesting to know that already many communities are planning to conduct Yard and Garden Contests this coming year. More details about this work can be found in another article in this magazine.

Every Subscriber To Be Informed Of Details

Every subscriber to the National Campaign Fund will, sometime this month, receive the new Advertising Bulletin which will carry the detailed plans for the coming year. In it will be shown the January advertisement in color, with suggestions as to how these advertisements can be used in a practical sales way. Every one should be on the look-out for the next issue of the Advertising Bulletin, so that he can familiarize himself with the strenuous efforts that are to be made this coming spring and thus cash in on the national advertising.

Retailing at Wholesale

A Norfolk, Va., newspaper makes this announcement:

The Ingleside Wholesale Nurseries, of which D. E. Hopkins is proprietor, are offering for wholesale cost at their store, 424 Granby street, a wonderful display of evergreens that is well worth inspecting. The occasion for this sale is due to the fact that a large surplus of evergreens are produced that is greater than the wholesale market can absorb, and this opportunity is opened for the public to beautify their home grounds at a cost much less than in previous years.

Mr. Hopkins is the originator of several new evergreens which have been distributed throughout the Nursery kingdom. His experiments are carried on at his Ingleside Nursery in Norfolk County. The Ingleside Wholesale Nurseries cooperated with the Norfolk Garden Club Yard and Garden contest by donating $100 worth of evergreens.

Landscaping Bids—A despatch from Sligo, Md., announces that the Westcott Nursery Co., was the lowest bidder of seven received for the landscaping of the grounds around the armory of the Service Company, Maryland National Guard, which is commanded by Lieut. Joseph C. Cissel. The bids: Westcott Nursery Co., $1,347.70; I. C. I. Evans, $1,362.52; W. R. DeLashmutt, $1,998.54; Rock Creek Nursery, $2,572; W. H. McCeney, Jr., $1,380; McCeney & Ruppert, $1,550.34, and Ridgeville Nurseries, $1,754.97.

What Nurserymen Contend With

M. P. Zappe, assistant entomologist, Connecticut Experiment Station, New Haven, commenting upon results of recent Nursery inspections, says that poplar canker is so severe and stubborn that many Nurserymen have given up the cultivation of Lombardy poplars. Remedies for controllable infestations and infections are recommended.

Insect damage is the same, in extent and variety, from year to year. The spruce gall aphid is increasing in numbers on Norway spruces, and the European pine shoot moth is appearing more widely around Greenwich, Stamford and Bridgeport. The San Jose scale, oyster-shell scale, rose scale and other insects continue to cause more injury than any others.

Friendly Insects

While parasites from abroad are sought to cope with injurious insects in this country, the United States has been asked to supply friendly insects to other parts of the world.

Australia a century ago imported the prickly pear; now it is seeking insects to destroy this form of cactus. About 63,000,000 acres are now covered with the plant; it is reported to be spreading at the rate of 500,000 acres a year and rapidly assuming the proportions of a national menace. The government has already spent about $250,000 in testing insects from the fields of Texas, but the three varieties from this locality spread through Australia have not proved successful in fighting the cactus, and further research will be carried out, either in Mexico or South America. The allotment for seeking the insects is $80,000 a year.

Shipments of the cactus parasites have been made from Uvalde, Fort Stockton and Galveston, Texas; from Douglas, Ariz., and from Mexico. Fatalities on the way are about 20 per cent. The insects are usually shipped while in the larvae stage, and the cocoon is spun on the trip, which takes about twenty-one days. The moths lay eggs, which are sent to different parts of the Commonwealth. The larvae stage of the insect is the most destructive. The moth lays eggs on the spines of the cactus, and when the larvae is formed it crawls in the cactus slab and eats the cactus.

Unfair Competition—Fifteen Nurserymen and florists of Bronxville, N. Y., last month petitioned the village board to prohibit the peddling of trees, shrubs and flowers from wagons in the streets, since such practice constitutes unfair competition. The subject was referred to the police commissioner.

Special Report on Seasonal Trade Conditions

Fall Operations Better Than Anticipated—Stocks in Good Supply—Ornamental Trade in Cities Shows Gain—Reports of Gains Over Last Fall

UNLOADING STOCK AT LOW PRICES SEVERELY DEPRECATED

REPORTS IN ORDER OF RECEIPT

Monroe, Mich., Oct. 18—Our present wholesale and retail business for 1929 and 30 is much greater than it was last year. We are having an unusual demand for peach and sour cherry.

I. E. ILGENFRITZ' SONS CO.
J. IE Ilgenfritz

A Buyer's Market

Manchester, Conn., Oct. 17—We haven't anything very promising to report; too much over-production in all lines. It's a buyer's market, but we believe it is a healthy situation.

Our booking on orders is ahead of last year. Prices are so low though that it is just about a swapping dollars proposition.

C. R. BURR & CO.
C. R. Burr

Collections Very Poor

Westminster, Md., Oct. 17—The fall season started in rather dry; however, we had plenty of rains along about the last of September or first of October and up until this time we were hardly able to start early digging, especially on evergreens, and we are very much rushed with digging, delivering and planting at this time.

Business turned out better for fall than we first anticipated, but it is not up to normal. We are handling largely landscape orders and serving local dealers and jobbers. Orders have fallen off greatly with the general wholesale trade and mail order planters trade. The demand is fairly good on most varieties of evergreens and ornamental shade trees and evergreen shrubs. Shrubbery in general assortment is moving very slowly as well as California privet and fruit trees, except peach trees, which are moving fairly well.

It is most too early to predict what spring business might be like. We are looking forward for a better season in the spring than this fall.

If you want to know about collections, they are very poor. Never have had such experience in the history of our business making collections.

THE WESTMINSTER NURSERY
J. E. Stoner

Public Is Discriminating

Springfield, N. J., Oct. 17—While it is a little early to give a final opinion on the fall season, we believe, judging from the business transacted up to date, that it will be as good and probably better than previous years. The drought this summer was responsible for little growth in height, nevertheless plant material in general seems to have assumed a more bushy character which generally speaking is desired.

As has been the case for a number of years, there is a decided shortage of the larger shade trees, although the supply of smaller grades seems to have caught up with demand.

There is no longer any doubt about the public taste gradually changing from the usual run of the commoner evergreens to those varieties that can be planted for almost permanent effect, such as the yews and better classes of junipers and retinosporas. Another noticeable change can be seen in the gradual trend towards good deciduous flowering shrubs.

Our business in herbaceous perennials and rock plants has been noticeably increased, and in order to take care of this larger volume we recently erected another house and devoted a larger portion of our Nursery to the cultivation of herbaceous plants, of which we have a very fine collection.

All indications point towards a good spring and if Nurserymen in general will curtail production to a reasonable volume we see no reason why the industry should not improve in every way for some years to come.

F. & F. NURSERIES

Good Trade In Small Fruits

New Carlisle, O., Oct. 17—Our fall season has been especially good to date (Oct. 17) and we believe that demand, especially for the small fruits, will continue strong throughout the year. A marked shortage has developed in black and purple raspberries in all grades, while reds will run somewhat lighter than normally, partially due to adverse weather conditions throughout the summer.

Ornamentals and evergreens are moving at a moderate rate and demand seems quite steady.

Nursery stock here in the Miami Valley made a good growth early in the season and is now practically dormant due to dry weather rather than frosts.

W. N. SCARFF'S SONS
H. N. Scarff

Demand Active; Prices Low

McMinnville, Tenn., Oct. 18—Ornamental stock, shrubs, trees, evergreens are moving earlier in this section than usual. Have already had frost and stock is ripening up nicely. Evergreens in carload lots moved safely in September. Season fully two weeks ahead of usual.

From our viewpoint as wholesale growers it seems that most items in ornamental stock, shrubs, privets, evergreens and trees are in good supply. Demand active if the grower can stand the gaff of the low prices. Sales indicate a good season in volume. Prices lower than they should be. Some varieties in trees are scarce, both in lining out and finished stock.

Growing season during summer ideal. Rains at regular intervals since early spring.

FOREST NURSERY COMPANY, INC.
J. R. Boyd

Cherry Moving Rapidly

Bridgeport, Ind., Oct. 18—Believe conditions at this season of the year are not as brisk as usual. We attribute this to the warm dry weather we are having.

Evergreen and shade trees are in good demand; shrubs and fruit rather slow, except cherry trees which have been moving so rapidly that we are practically sold out except on a few of the lighter grades.

C. M. HOBBS & SONS

Early Fall Business Lighter

Onarga, Ill., Oct. 18—Have received three pretty good frosts in the last week or ten days and stock is ripening up nicely. In fact, it is ripened more at the present time than it was last year at this time and we have started moving ornamental shrubbery.

While we have some very nice orders booked for late fall and spring shipments, don't believe that early fall business is as heavy as it was a year ago. Have talked with a number of Nurserymen through this section of the Central West and they all tell us the same thing. We think this is due through here to the banks refusing to lend money for building purposes. This has effected the Chicago territory especially.

We have our usual amount of ornamentals that are exceptionally good this year and we expect to move them between now and next spring.

ONARGA NURSERY COMPANY

Business Affected by Dumping

Greenwood, R. I., Oct. 17—When the season is over I presume that this year's sales will somewhere approximate last year's, and that as a whole we shall be able to call it a successful year.

If it were not for some Nurserymen here in the state dumping comparatively good stock on the retail market, at a price well below the regular value, business no doubt would be still better all around. It seems that someone is getting scared that they will not be able to get rid of enough stock, and therefore resort to this method, which, to say the least, is a very unwise procedure; not a great deal more stock is sold than there would be at regular prices, and everybody is money out, and I believe that the one who sells the cheapest is losing the most.

There is a large supply of smaller evergreens, up to two and one-half feet, and in arborvitae good stock can be had up to four feet, but above those grades there is very little to be had. The same with shrubs and trees; plenty of smaller grades, but very little of any larger sizes to be had at any reasonable price at all. In fact, the larger sizes do not yet seem to exist; whatever we have, in larger sizes of anything, sells at a premium, and no trouble getting the price.

Next season of course is still a conundrum, but the only thing to do if it does not seem to start as it ought to, is to get out, step on it, and make it good.

GREENWOOD NURSERIES
Hugo H. DeWildt,

Twelve acres of ornamental stock are to be planted in the Los Angeles, Cal., County Nursery for county highway bordering. Some think the commercial Nurseries ought to have planted these highways long ago.

Conditions Have Materially Improved In South

Situation in the Farming Trade of the West Backward—Yard and Garden Contests Improved Ornamental Trade in Cities—Pacific Coast Effects

Increase In Wholesale Lines

Huntsville, Ala., Oct. 18—We are very glad indeed to be able to report a material increase in wholesale sales. Believe that conditions have materially improved in the south in the last month and see no reason why we should not have real good trade for the remainder of this season.

Already a number of items are showing short and we rather believe that by spring quite a few other items in fruit trees and shrubs will be considerably short of normal demand.

THE HUNTSVILLE WHOL. NURS., INC.
John Fraser, Jr.

Indications Much Better

Atlanta, Ga., Oct. 21—We anticipate a good season for ornamental plants and shrubs in our section. In our minds, indications are for a much better business than the previous season. Probably fruit tree planting will not be so heavy. Interest in garden clubs and flower culture generally should stimulate the ornamental Nursery business very materially.

There will probably be surpluses in some classes of flowering shrubs and conifers. It seems to us that stocks of the broad-leavel evergreens are well balanced.

The season, of course, has not opened up in this section. Very few shrubs and plants are being dug as yet, but the trade should open up early in November. Our catalog is just going into the mails.

H. G. HASTINGS CO.
R. G. Lyon

Shade Trees Scarce

Lexington, Ky., Oct. 18—The weather remains unusually dry and this, of course, has hampered both digging and planting conditions through the south. The demand for perennials and shrubs is good, evergreens fair, shade trees excellent. Stock adequate in everything but shade trees in the better size. These are scarce.

With the return of normal weather conditions we look for a very good fall.

Nothing of special interest except that there is a lot of activity everywhere for landscape work.

WALTER W. HILLENMEYER

Campaign Stimulates

J. B. Pilkington, Portland, Ore., says that business indications are better than they were a year ago, though work has been slowed up by lack of rain. Less than an inch of rain fell between June 15 and Oct. 6. Last month the Pilkington Nursery shipped its first carload of the season. Supply is adequate, demand being strong for large sizes of ornamentals.

"The National Publicity Campaign in connection with the Better Homes movement is stimulating an interest in back yard planting," says Mr. Pilkington.

At its recent convention the Southern Nurserymen's Association passed a resolution committing its members not to ship quick-maturing orange and citrus fruit trees to Florida until further notice. The resolutions were passed as a measure of protection to the Florida fruit industry.

Chinese Elm In Favor

Valley City, N. D., Oct. 22—Conditions among the farming trade continue poor and backward. Sales are below 1928 and collections are likewise rather poor. On the other hand the ornamental trade in the cities shows a gain over last year with prospective sales considerably improved in those cities that staged yard and garden contests this summer. Our salesmen report a very live interest with prospects of larger shipments this coming spring to those points.

The city trade is again offsetting the loss in the country trade. The Chinese elm is rapidly winning in favor and proves to be one of our most profitable sellers. Evergreens likewise are gaining in popularity. This is especially true of the dwarf types.

The above covers business conditions as we see it in the two Dakotas and Minnesota.

NORTHWEST NURSERY CO.
E. C. Hilborn, Gen. Manager

At Yankton, S. D.

Yankton, S. D., Oct. 21—The sales for fall bulbs are keeping up above the average, although prices are somewhat higher than a year ago. The demand for shrubs is good; but large trees, fruit trees and evergreens are less in demand than usual.

Late fall rains have made planting favorable. Many localities were affected by drought which shortened crops and will, of course, affect spring sales.

GURNEY SEED & NURSERY COMPANY
George W. Gurney, Vice-President

More Effort To Hold Up

Madison, Wis., Oct. 19—Growing conditions have been satisfactory in Wisconsin during the past season. We had sufficient rainfall up until the middle of August. Since that time we have not had the normal amount of moisture; consequently, Nursery stock has ripened earlier than usual.

We are now digging for winter storage. There seems to be ample stock in fruit trees, common shrubs and small size evergreens to take care of all demands. A shortage still exists in the larger grades of deciduous trees and evergreens.

Sales through salesmen or Nursery agents have fallen off somewhat during the past season. It is necessary for firms disposing of their stock through agents to employ a larger force in order to secure the same volume of business compared with a year ago. Direct sales at the Nursery and sales to landscape architects appear to compare favorably with those of a year ago.

McKAY NURSERY COMPANY
W. G. McKay, President

Conditions Very Promising

York, Neb., Oct. 19—Sales this season have held up very well for us and we have no reason for complaint. Our business shows a gain over 1928 and conditions look very promising for the balance of the season. While this section of Nebraska was extremely dry during the summer months the fall rains have put the people in a better mode for buying Nursery stock.

HARRISON NURSERY CO.
A. Williamsen, Sec'y-Treas.

At Shenandoah, Ia.

Shenandoah, Ia., Oct. 19—The outlook with us for October business is very good considering the fact that at the beginning of the month we did not have much business. Orders are coming in freely now and it looks as if we will be kept very busy until the ground freezes.

It is most too early to determine about shortages, although there are undoubtedly some kinds of stock that will not be plentiful. There is an especially good demand for cherries.

MOUNT ARBOR NURSERIES
E. S. Welch, President

Little Wholesale Buying

Framingham Centre, Mass., Oct. 23—It has come to us from many sources this fall that there is very little wholesale buying by Nurserymen. Retail business holds up well, and there seems to be a big demand for the larger evergreens.

We have been putting extra effort on contact work and following leads. Eight salesmen now work alternately in calling on customers and prospects and in our sales building.

Our customers are encouraged to visit the Nursery and our salesmen are here to help them when they come. This is a thoroughly satisfactory way to obtain permanent customers.

LITTLE TREE FARMS
H. E. Vincent, Secretary

All Agents in Conference

Avery Island, La., Oct. 22—We will have no surplus plants this season, and may have to buy a few thousand. We expect a very active selling season.

We have just had all of our agents come in to the Nursery for a three-day convention. Carload shipments will begin to move on the first of November. The only thing we are short of is Cedrus deodara, of which we expect to purchase several thousand in the 3-5 ft. grade.

JUNGLE GARDENS, INC.
E. A. McIlhenny, President

Sales Better in Washington State

Toppenish, Wash., Oct. 21.—Here in the Northwest retail sales are about equal to those of a year ago at the same date. However, economic conditions are somewhat improved and we expect a slightly better spring retail sale than that of a year ago.

Nursery stock, fruit trees particularly, is not in as plentiful supply in the Northwest as during the last few years and there should be a good cleanup in practically everything.

Our wholesale trade with our many eastern customers is better than that of a year ago, particularly on the Chinese or Siberian elm, Ulmus pumila. There is greatly increasing interest in that tree, now that it has been demonstrated it can be planted in practically every state in the Union.

WASHINGTON NURSERY CO.
B. R. Sturm

All things come to the other fellow if you only sit down and wait.—H. G. Loftus

AMERICAN NURSERYMAN

American Nursery Trade Bulletin

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

Published Semi-Monthly by
AMERICAN FRUITS PUBLISHING CO., INC.
30 State Street, Rochester, N. Y.

RALPH T. OLCOTT, Pres. and Treas.
Phones:—Main 5726. Glenwood 700
Chief International Publication of the Kind

SUBSCRIPTION RATES

One Year, in advance	$2.50
To Foreign Countries and Canada	3.00
Single Copies	.20

ADVERTISING RATES on Application
Advertisements should reach this office by the 10th and 25th of the month previous to the date of publication.
If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., NOVEMBER 1, 1929

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists."—John Watson.

Valuable Beyond Estimate

All the advertising in the world will not build your business, it only creates a little more demand and you must back it up with efficient merchandising, not merely order taking.

Nobody wants to buy advertising, but what business can get along without it? Advertising has little value in itself; but the desire it creates, the knowledge it conveys, the cause to which it spurs us and the time it saves are valuable beyond estimate.

The power of the printed word depends upon the thought behind it. All things come to the other fellow if you only sit down and wait. Advertising helps to get the new customer. Why not employ it to hold him? Advertising should be prepared for prospective buyers not for advertising men. Successful advertising factors are regularity, persistence and continuity.

When customers ask questions they are entitled to complete, correct answers. Don't expect one little piece of advertising to bring in an avalanche of orders; the biggest snowdrift piled up flake by flake.—H. G. Loftus, St. Paul, Minn.

Not For Ornamental Planting

From the Ohio State Forestry Nursery, Marietta, O., it is announced that seedlings and transplants obtained from the state Nursery may be used only for reforestation work and not for shade trees or ornamental planting.

The Mirror of the Trade

THIS IS HOW IT WORKS

In recent issues of the American Nurseryman it has been suggested that commercial Nurserymen might greatly extend the market for their ornamental stock by giving special attention to highway planting. Several prominent concerns in the trade have indorsed the proposition. Meanwhile, in the absence of activity on the part of commercial Nurserymen state and municipal authorities are getting busy.

Attention is directed to an instance of last month. In Kingston, N. Y., the Federation of Women's Clubs has been asked to confer with the tree committee of the city (chairman, Sidney K. Clapp) on plans for roadside and other city planting. The problem of where to get the trees for planting was considered. The record does not show that commercial Nurseries sought the order, or were applied to; but it does read, as per the Kingston Freeman:

While Mr. Clapp and some of the city officials including the mayor have visited the site for the proposed city tree Nursery, in connection with the playground and city baseball field at Hasbrouck and Delaware avenue, all are invited to inspect the location and work together in planning and operating this basis for city beautifying. The mayor, City Engineer Codwise, Corporation Counsel H. H. Flemming and Mr. Clapp have looked over the ground and now it is asked that the Federation Tree Committee and a second representative from each affiliated club of the Federation and the Public Health Committee, meet October 16, at the grounds and devote a short time to practical consideration of the problem involved, that of starting a city Nursery where small trees suitable and desirable for planting in the city and along the streets and roadways may be started and made ready for the final planting.

Eight of the foremost botanists of the country have been selected by Dr. Daniel T. MacDougal of the Desert Laboratory of the Carnegie Institute, situated at Tucson, Arizona, to assist him in developing the best means by which advances in plant science during the last hundred years can be effectively presented at the Century of Progress celebration to be held in Chicago in 1933.

Dr. MacDougal is a member of the National Research Council's Science Advisory Committee which has been asked by the Century of Progress trustees to work out a basic theme whereby the Chicago Exposition can dramatize for those who visit the fair the contributions that have been made by science as a whole, both in the pure and applied field. The Century of Progress trustees have announced that the Chicago celebration is to be entirely different than world's fairs of the past and that the science theme being worked out by the Science Advisory Committee is to be its distinguishing feature.

In its current season trade price list the Boyd Nursery Co., McMinville, Tenn., recently organized by F. C. Boyd, manager, explains that since the Forest Nursery Co., founded in 1887 by Mr. Boyd's father, J. H. H. Boyd, has been conducting almost exclusively a wholesale business, F. C. Boyd, formerly with that company, bought the mail order catalogue department and good will. It is the purpose of the Boyd Company to grow Nursery stock and offer it directly to customers, cutting out the usual 40% commission paid to agents.

Will Not Compete With Nurserymen

Upon the protest of Nurserymen of Idaho, the University of Idaho has decided to go out of the business of supplying decorative trees and shrubs to citizens.

The board of education ordered the stock of such plants closed out, and on the recommendation of President Kelly will furnish only shade trees and wood lot trees at the same nominal price formerly charged.

"Now that home gardening has become rather universal in the state, it is thought best to have the commercial Nurseries of the state do the promotion work along this line and provide the stock," the announcement said.

"Nurserymen have seriously objected to the university program, which has provided the decorative trees and shrubs, in that it is direct competition by a state institution with a growing industry of its citizens."

Past Presidents, A. A. N.

1876—Elisha Moody, Lockport, N. Y.
1877—J. S. Stickney, Wauwatosa, Wis.
1878—J. J. Harrison, Painesville, O.
1879 T. S. Hubbard, Fredonia, N. Y.
1880—N. H. Albaugh, Tadmor, Ohio.
1881—N. H. Albaugh, Tadmor, Ohio.
1882—Norman J. Colman. St. Louis, Mo.
1883—M. A. Hunt, Chicago.
1884—Edgar Sanders, Chicago.
1885—Norman J. Colman, Washington, D.C.
1886—C. L. Watrous, Waterloo, Ia.
1887—C. L. Watrous, Des Moines, Iowa.
1888—Geo. A. Sweet, Dansville, N. Y.
1889—Geo. A. Sweet, Dansville, N. Y.
1890—S. M. Emery, Lake City, Minn.
1891—J. Van Lindley, Pomona, N. C.
1892—H. Augustine, Normal, Ill.
1893—U. P. Pearsall, Fort Scott, Kan.
1894—J. H. Hale, S. Glastonbury, Conn.
1895—Silas Wilson, Atlanta, Iowa.
1896—Silas Wilson. Atlanta, Iowa.
1897—Irving Rouse, Rochester, N. Y.
1898—A. L. Brooke, Topeka, Kan.
1899—Wilson J. Peters, Troy, Ohio.
1900—Theodore J. Smith, Geneva, N. Y.
1901—Robert C. Berckmans, Augusta, Ga.
1902—Charles A. Ilgenfritz, Monroe, Mich.
1903—N. W. Hale, Knoxville, Tenn.
1904—E. W. Kirkpatrick, McKinney, Tex.
1905—Emory Albertson, Bridgeport, Ind.
1906—Orlando Harrison, Berlin, Md.
1907—J. W. Hill, Des Moines, Ia.
1908—Charles J. Brown, Rochester, N. Y.
1909—F. H. Stannard, Ottawa, Kan.
1910—William P. Stark, Louisiana, Mo.
1911—John H. Dayton, Painesville, O.
1912—Thomas B. Meehan, Dresher, Pa.
1913—J. B. Pilkington, Portland, Ore.
1914—Henry B. Chase, Chase, Ala.
1915—Edward S. Welch, Shenandoah, Ia.
1916—John Watson, Newark, N. Y.
1917—Lloyd C. Stark, Louisiana, Mo.
1918—J. R. Mayhew, Waxahachie, Tex.
1919—J. Edward Moon, Morrisville, Pa.
1920—Lloyd C. Stark, Louisiana, Mo.
1921—M. R. Cashman, Owatonna, Minn.
1922—Paul C. Lindley, Pomona, N. C.
1923—Harlan P. Kelsey, Salem, Mass.
1925—George A. Marshall, Arlington, Neb.
1927—W. W. Hillenmeyer, Lexington, Ky.
1928—Wm. Flemer, Jr., Princeton, N. Y.
1929—A. M. Augustine, Normal, Ill.

Black walnut seedling trees to the number of 82,000 were available at the Alabama State Nursery, Montgomery, this fall, for farmers "to plant on vacant land."

Lively Campaign Educational Features Planned

Striking Double-Faced Colored Signs To Display On Nurserymen's Offices—New Truck Signs Too—"Campaign News"—Another Bulletin—Other Plans

From the office of the Educational Director, at National Campaign Headquarters, we learn of the many services being designed to help subscribers cash in on the Advertising and Publicity Campaign.

Mr. Cary states that both in appearance and selling ability, the various tie-up materials now being produced are setting a new high standard for the Campaign.

Attractive Metal Signs

The striking hanging signs, which identify subscribers as members of the National Home Planting Bureau, are to be distributed about November 1st. Every one who has seen the sign agrees that it will be a valuable sales help for those who display it.

New Truck Signs

Artists are now at work on truck signs for the winter and spring months. These will be used to replace the signs which have gone out to subscribers in the past. With their many striking colors and modernistic designs they will present a moving reminder that "It's Not a Home Until It's Planted."

Advertising Bulletin

The next issue of this publication is scheduled for November 15th. In addition to illustrating advance proofs of some of next spring's advertisements, it will offer a new series of newspaper mats for the local use of subscribers. These mats will help the Nurserymen sell the idea of the "Outdoor Living Room" in their own territories. With Christmas just around the corner, the use of Evergreens for living Christmas trees will be the theme of at least one of the mats. The fruit tree growers will also welcome the mats for their specific use.

"Campaign News"

A new issue of this bulletin for employees will be sent out soon after December 1st. It will present in colors the full page advertisement which will appear in "The Ladies' Home Journal" for January, and will show Nursery salesmen how they can tie-in with the National Campaign.

Other Helps Planned

Educational Director C. E. Cary is working on a new lantern slide talk entitled, "Planting the Home Grounds." This is designed to follow the presentation of Lantern Slide Talk No. 1, which has already been used by many of the subscribers. A catalog of sales and merchandising helps is also being developed. This will illustrate and describe a great variety of tie-up materials which headquarters has prepared, and will be replete with illustrations and descriptions of just how best to use this material.

Research activities on Nursery costs and merchandising are being edited for presentation through the pages of the Advertising Bulletin, and other Campaign bulletins.

Wtih the first of the year but a short time away, Campaign Headquarters are bending every effort toward a well rounded out program for the spring push for new business.

Foster Nursery Co., Bessemer, Ala., has has been incorporated.

Alonzo B. Sharp and others have incorporated the **Blue Island Nursery Co.**, Chicago, Ill.

B. Irving Rouse, Rochester, N. Y., will go to France early this month to be abroad six weeks.

Glenmont Nursery, Moundsville, W. Va., has the contract for landscaping the Central School grounds in Moundsville.

Secretary Charles Sizemore reports the following new members of the American Association of Nurserymen: Gardenside Nurseries, Inc., Shelburne, Vt.; Ramsey-Wheeler Company, Bainbridge, Ga.; Wood-Howell Nurseries, Bristol, Va.

George C. Roeding, Jr., retiring president of the California Association of Nurserymen is of the opinion that the general business of Nurseries is better than at any time during the last three years. He spent a month recently visiting eastern Nurseries.

The well-known Tennesseean, **S. R. Howell**, Knoxville, Tenn., the new president of the Southern Nurserymen's Association, is secretary-treasurer of the Howell Nurseries and president of the Lookout Nursery, Chattanooga, Tenn., and the Mecklenburg Nurseries, Charlotte, N. C.; also a director in the Howard-Hickory Co., Hickory, N. C.; Wood-Howell Nurseries, Bristol, Va.; Corley Island Nurseries, Leesburg, Fla.

Andrew Christensen, proprietor of Reading, Mass., Nurseries, addressed the Lawrence, Mass., Garden Club last month on the subject of bulbs.

Paul Stark, Louisiana, Mo., president of the Missouri Nurserymen's Association, represented that association at the annual horticultural banquet at the Missouri College of Agriculture, Oct. 24.

New Campaign Business Sign

Within a short while, each subscriber to the National Campaign Fund of the American Association of Nurserymen will receive a handsome metal sign which will identify the Nurseryman displaying the sign as a member of the National Home Planting Bureau. This sign will also forcibly bring to the public attention the need of planting trees. flowers and shrubs.

This new attractive outdoor sign displays in six colors, harmoniously blended, the emblem and slogan of the National Campaign of the American Association of Nurserymen. The central design is the home with its well planted grounds, already familiar to the eyes of millions of American magazine and newspaper readers.

These signs, bearing the slogan, "It's Not a Home Until It's Planted" and the words "Member of the National Home Planting Bureau" displayed on each side, tie in with and make even more complete, the Nurserymen's National advertising program.

The new sign is hung from an ornamental metal scroll bracket. It has been given an all-weather finish as it is designed for outdoor display. It may be screwed to the side of the building or to a post, depending on the best position the individual Nurseryman has available.

Michael L. Blank, Nurseryman, last month donated 27 shade trees for planting in the cemetery of his town, Delray, Fla.

Storage building used by Broumer & Hancock, Nurserymen, New London, Conn., was destroyed by fire last month.

"There may be few customers for young trees when they can be obtained from the government free."—E. C. Hilborn.

For All-Winter Home Beautification Plans

Excellent opportunities for increased sale of their products are furnished live Nurserymen in southern and Pacific Coast states by the new fall Yard and Garden Contests which have been established in their territory.

These home beautification campaigns have resulted from the program of the Yard and Garden Contest Association which has its headquarters at Davenport, Iowa. They have been organized in those states where all-winter planting is advisable.

The contests are on a community basis, with every citizen urged to compete and beautify the home grounds by setting out flowers, trees and shrubs.

Sponsoring these home grounds planting movements are organizations of the highest type, such as live daily newspapers, enterprising Chambers of Commerce, progressive garden clubs, energetic service clubs, civic committees, patriotic organizations, women's clubs, home demonstration clubs and many others.

The sponsoring organization is not only "sold" on the good that will be accomplished through the campaign by the Yard and Garden Contest Association but the sponsor is also given practical advice on how to organize the contest and how to conduct the movement after it is once under way.

Press sheets with special cartoons and interesting illustrated stories (mats free to newspapers on request), inspiring stereopticon lectures illustrated with hand-colored slides, beautifully engraved "Award of Merit" certificates to be given as prizes, sample rules, entry blanks, score cards, attractive colored stickers for the mail, booklets on "How to Judge" and "How to Organize a Contest," suggestions on "How to Get Entries," and beautiful three and four-colored window cards, are some of the specific contest helps furnished local sponsors.

Many southern and far western communities which have not already established their Yard and Garden Contests will have their campaigns in operation early next spring, furnishing still further opportunities for the liver Nurseryman to increase his sales.

THIS PAGE PRESENTS

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Twelfth Annual Meeting in Minneapolis, Minn., July, 1930—H. L. Haupt, Secretary, Hatboro, Pa.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY, UNDER YEARLY CONTRACT.

Hill's Evergreens

COMPLETE assortment of lining out sizes. Also larger grades for Landscaping. Send for our wholesale catalog. Also descriptive booklet in colors.

D. HILL NURSERY CO.
Evergreen Specialists
Largest Growers in America
Box 402 Dundee, Illinois

NAPERVILLE NURSERIES

Headquarters for
LINING OUT STOCK
Large Assortment
WELL GROWN—NONE BETTER
See Our Lists Before Buying
NAPERVILLE DuPage County ILLINOIS

NEW PRICE LIST
of
HEMLOCK
ARBOR VITAE
NORWAY SPRUCE
SCOTCH PINE
BALSAM
CANOE BIRCH
SUGAR MAPLE
and other Evergreens, Shade Trees, Shrubs, Ferns, and Perennials.
GEORGE D. AIKEN
PUTNEY, VERMONT

WE HAVE THEM
You May Want Some
Norway, Sycamore and Silver Maples; Pin, Red, Mossy Cup, Catesbaei and Willow Oaks.
Butterfly Bush, Dogwoods, Deutzias, Forsythia, Spireas, etc.
Our Trade List is ready.
Get next to one.
Atlantic Nursery Co.
BERLIN, MARYLAND

★
ROSES
Shrubs Cannas
Lining-out Evergreens
Send for Trade-List
The CONARD-PYLE Co.
ROBERT PYLE, Pres. West Grove, Pa.
Established Nurserymen since 1897

Franklin Forestry Co.
Nurseries at
COLRAIN and SUDBURY, MASS.
FOREST NURSERY STOCK
CONTRACT FOREST PLANTING
Send for our catalogue
89 State Street
BOSTON, MASS.

EVERGREENS
MILLIONS OF THEM
Seedlings—Transplants—Cuttings
Grown under glass
Also Apple Trees, Shade Trees, Hedgeplants, Shrubs, Vines, Peony.
Send for our latest Bulletin
Sherman Nursery Co.
The largest growers of Evergreens in the world
Charles City, Iowa

KEEP POSTED
On Nursery Trade Affairs
By reading regularly a trade journal which covers the trade news. Progressive Nurserymen who do this possess an undoubted advantage in business plans and in their transactions.

EVERGREENS
SEEDLINGS and TRANSPLANTS
FOR LINING OUT
WRITE FOR OUR PRICE LIST
THE NORTH-EASTERN FORESTRY CO.
"WE GROW OUR OWN TREES."
CHESHIRE, CONNECTICUT

Number Connecticut Nurseries Increased Three Times

Commenting upon the recent Connecticut Nursery survey, the Bridgeport, Conn., Times-Star says: "In the last decade, the number of Nurseries has increased three times. The population certainly hasn't leaped that far ahead.

Benevolently endowed with timbered hills and streams tree-sheltered, Connecticut's own natives, summer dwellers and the surburban folk who commute to New York have taken in increasing numbers to the cultivation of nature for themselves.

"They wish the pastoral delights of persuading a boxwood hedge, of coaxing a delicate tea rose to blossom or of watching a poplar stretch itself up straight.

"Ten years ago, 83 Nurseries sold infant poplars, boxwood hedges and tiny rose bushes. Today, 264 firms are on the registration list in the experiment station office. Thirty-six were added since last summer." The total means an acreage of 3,862.

White & Son, Clare, Mich., propose extensive planting of rose stock.

Connecticut Nursery Survey

A survey made during the summer by botanists and entomologists of the Connecticut Agricultural experiment station has disclosed that Connecticut has 264 Nurseries, an increase of 36 over the previous summer. Ten years ago, the state had only 83 Nurseries.

The survey conducted under the supervision of Dr. W. E. Britton, entomologist of the station, indicated that during the last decade there has been a tendency on the part of Nurserymen to add ornamental shrubs and evergreens to their stocks. Young fruit trees and bushes have lost much of their former popularity, an indication, according to the station, that home beautification is Connecticut's present concern.

The survey of Nurseries is conducted so that the experiment station may detect plant disease or insect pests before they may escape to the gardens and estates of Nursery customers.

Say you saw it in "American Nurseryman"

Doing a Nice Business

Capt. S. M. Todd, of Durant, was in Lexington Tuesday conferring with the local membership of the P. T. A. relative to beautifying the school grounds. He is prepared to offer expert landscaping service from Stark Brothers Nurseries, who he represents, and any parties over the county desiring to avail themselves of the service may feel free to call on him, he stated, and proper steps will be made to acquire the added feature.

He also made a trip to Goodman the past week relative to the matter of beautifying the Holmes Junior College grounds.

Mr. Todd has arranged for an interview with the McAdams school heads for similar landscaping service, he stated.

Sketches or view of the home are made, and this is turned over to an expert landscape gardener, who furnishes a detailed diagram of the grounds and proper plantings of trees, ornamental shrubs and flowers.

Mr. Todd is enjoying a nice volume of business as tihs season of the year is the ideal time to plan orchards or home beautifying.—Lexington, Miss., Advertiser.

Formal opening of Howard & Smith's new home in Montebello, Cal., took place Oct. 11-12. Prime interest was in the display of roses. Among noted rosarians present was Dr. Mills of the American Rose Society.

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock, Including That Which Has Heretofore Been Imported

Largest Assortment

and largest stock of lining out stock in the United States.

Write for prices or call and see our growing stock.

Onarga Nursery Co.
CULTRA BROS., Mgrs.
Onarga, Illinois

Choice Broad-leaved and Coniferous
EVERGREENS
in Lining out and Specimen Sizes

Special price on small size Nandina domestica and Cedrus deodara. Write for wholesale catalogue and list of rooted cuttings.

T. KIYONO
CRICHTON, ALABAMA

Scotch Grove Nursery
Growers of
EVERGREENS
For
Lining Out
GOOD ASSORTMENT
STANDARD SORTS
Price List on Request—Established 1871
SCOTCH GROVE, IOWA

CARR'S EVERGREENS
for
Bedding and Lining Out

M. L. CARR'S SONS
Yellow Springs Ohio

Japanese Flowering Cherries
GRAFTED CHESTNUTS,
Including Molissima, Blight Resistant Variety
PEAR STOCKS,
Blight Resistant, "Old Home"
PERSIMMONS, WALNUTS, CHERRIES
PURPLE LEAF BIRCH, WEEPING BIRCH,
MAPLES, ELMS, SYCAMORE, POPLARS,
FLOWERING PEACHES,
FLOWERING APRICOTS,
PAUL SCARLET THORNS,
ROSE CUTTINGS and FIELD GROWN ROSES
PECAN SEEDLINGS, DAVIDIANA SEEDLINGS
STOCKTON MORELLO,
An exceptionally good root stock for early bearing and vigor.
VISTICA NURSERIES CO., Inc.
701 No. Wilson Way STOCKTON, CALIF.

1929 PRICE LIST
of Collected
LINING OUT STOCK
Also larger sizes of Hardy Native
TREES, SHRUBS, VINES, FERNS,
BULBS and WILD FLOWERS
L. E. WILLIAMS NURSERY CO.
Exeter, N. H.

Broad Leaf Evergreens
RARE AND CHOICE CONIFERAE
AZALEAS (Evergreen and Deciduous.)
FLOWERING SHRUBS,
VINES and CLIMBERS
We produce the greatest variety of Herbaceous Plants and Field Grown ROSES in America. Ask for our wholesale price lists.
Bobbink & Atkins
Rutherford, New Jersey

IF YOU GROW
Lining-Out Stock
You should be represented in this department regularly.
Write for advertising rate
AMERICAN NURSERYMAN
Chief Exponent of the Trade

EVERGREENS
Seven million seedlings and transplanted up to 7 ft. Here are a few specials priced for prompt orders.

Black Hill Spruce	o	2- 4 in.	$ 15.00
Norway Spruce	o	6- 8 in.	14.00
Norway Spruce	o	8-12 in.	20.00
White Spruce	o	4- 6 in.	12.00
Picea Pungens glauca		4- 6 in.	25.00
Silver Fir	o	2 yr.	15.00
Pinus Nigra	o	6- 8 in.	15.00
Pinus Mugho	o	3- 4 in.	20.00
Pinus Ponderosa	o	4- 6 in.	10.00
Pinus Sylvestris	o	6- 8 in.	15.00
White Cedar, 3 yr.	o	2- 4 in.	10.00
Norway Spruce	x	10-16 in.	30.00
Norway Spruce	xx	18-24 in.	150.00
White Spruce	xx	18-24 in.	200.00

Full line Trade List to Dealers only.
FERNDALE NURSERY
LUDVIG MOSBAEK ASKOV, MINN.

Japanese Beetle Quarantine Extension Is Proposed

A public hearing to consider the advisability of extending the Japanese beetle quarantine to include the State of Rhode Island, or any infested districts determined therein, will be held October 31, at 10 a. m., in the offices of the Plant Quarantine and Control Administration and the Federal Plant Quarantine Board, U. S. D. A., Washington, D. C. During the past summer, surveys and Japanese beetle trapping have resulted in locating presence of Japanese beetle in Providence, R. I., and at a number of points outside of the regulated areas in Connecticut, New York, Pensylvania and Maryland. In addition, beetles have been taken at Norfolk, Va., and Boston, Mass., both of which points are at a considerable distance from territory now under restriction.

The effect of any extension later authorized by the secretary of agriculture on account of the spread indicated will be to restrict the movement from the territory brought under regulation of Nursery, ornamental and greenhouse stock, and all other plants.

Inspirational talks by officials of the **Greening Nursery Co.**, Monroe, Mich., were made recently upon the occasion of a trip to Grand Oakland Memorial Park, near Detroit, which was landscaped by the Greening Nursery Co.

Forest Nursery To Double Capacity—The Georgia State Forest Nursery operated by the School of Forestry at the University of Georgia, in Athens, will approximately double its capacity during the next few months, it has been announced by officials of the Georgia Forest Service. The reason for the expansion is the exceptionally large demand the Nursery has received the last few months for pine seedlings, one such order alone reported for long leaf and slash pine amounting to 1,000,000, seedlings, while there were three other orders which totaled more than 1,000,000.

COMING EVENTS

Dec. 23, 1929—Iowa Nurserymen's Ass'n. at Des Moines.

Dec. 4-6, 1929—Kansas State Nurserymen's Ass'n. at Atchinson.

Dec. 12-13, 1929—Tenn. State Nurserymen's Ass'n. at Nashville.

Dec. 30-Jan. 1, 1930—American Society for Horticultural Science at Des Moines, Ia.

Jan. 10-11, 1930—New York Nurserymen's Ass'n. at Hotel Seneca, Rochester.

Jan. 15-17, 1930—Illinois Nurserymen's Ass'n. at Hotel Sherman, Chicago.

Jan. 15-17, 1930—Western Nurserymen's Ass'n. at Hotel Sherman, Chicago.

Jan., 1930—Kentucky Nurserymen's Ass'n. at Lexington.

A Cartoonist's Sober Moments

Harry G. "Bud" Fisher, originator of "Mutt and Jeff," has been sued for payment of a claim for $5000 made by the Outpost Farm and Nurseries, Ridgefield, Conn., for construction of a six-hole golf court on the Fisher estate, "Cartoonist Court," Kenneth Hill, Lake Mahopac.

The course was completed last spring by the Outpost Nurseries, according to the papers filed with Justice Bleakley, but Fisher expressed dissatisfaction and refused to make payment. The case came to court for the first time when Fisher's attorneys, Kelly and Becker, appeared before Justice Bleakley and asked to have certain allegations removed from the complaint.

John B. Coyle, counsel for the Nursery concern, says he pursued Fisher for six months in an effort to serve summons and complaint and finally located the cartoonist at the Saratoga Springs race track where Fisher had entered several of his horses in the finals.

John Cook, nationally known authority on the cultivation of roses died in Baltimore, Md., Oct. 9, aged 96. Mr. Cook was honorary president of the Maryland Rose Society and had been honored on many occasions by the American Rose Society and at expositions.

Pioneer Work to Increase Sale of Nursery Stock

Northern Nut Growers Association Offers $500 In Prizes For Best Native Nuts For Propagating—Details of the Contest

OFFER IS DUE TO THE GENEROSITY OF DR. JOHN HARVEY KELLOGG

THE Northern Nut Growers Association, in continuance of its contests to discover and perpetuate the best native nuts in this country, offers this year the largest prizes in the history of nut growing, over five hundred dollars, for the best nuts of five native species: Chestnuts, Black Walnuts, Butternuts, Hickory nuts and Beech nuts. This unusually large amount offered in prizes is due to the generosity of one of the members, Dr. John Harvey Kellogg, Battle Creek, Mich. The prizes will be awarded as follows:

All nuts grown in the United States or Canada, and which are not now being propagated by Nurserymen and listed in their printed catalogues (typewritten or mimeographed lists are not considered catalogues) will be eligible.

For Butternuts, Black Walnuts, and any species of Hickory Nuts* including hybrids: 1st prize, $50.00, provided the nut is better than the best nut of its species now being propagated; if not the prize is to be $25.00; 2nd prize, $15.00; 3rd prize, $10.00; 4th and 5th prizes, $5.00 each; 6th, 7th, 8th, and 10th prizes, $3.00 each. In the event of a tie, where two nuts are awarded the same number of points, an additional prize of the same amount will be provided.

For chestnuts, the object is to find the best blight resistant ones. The prizes to be distributed for this nut in 1929 will be the same as for other nuts, except that the first prize will be $50.00 unconditionally. But only Chestnuts from localities where the blight has been in existence on native trees for a number of years, and from trees not less than six inches in diameter, will be eligible. (This is to make sure that the trees have been sufficiently exposed to demonstrate an unusual amount of blight resistance).

Similar prizes will be awarded to those among the Chestnut prize winners which show the best combination of blight resistance and desirable horticultural qualities after suitable inoculation tests have been made on scions grafted from these prize winning trees. These tests will take at least two years. Thus each original winner of a Chestnut prize will have a chance to win another, and perhaps larger, prize for the same nuts.

For Beech nuts, the prizes will be: 1st prize, $10.00; 2nd prize, $5.00. Five prizes of $1.00 each for the next five nuts submitted.

For further particulars address Dr. W. C. Deming, Contest Manager, 31 Owen St., Hartford, Conn., to whom all nuts should be sent.

*While the pecan is botanically one of the hickories, it is popularly not so considered, and no prizes are offered this year for pecans.

AMERICAN NURSERYMAN, Chief Exponent, twice a month $2.50 per year. Three years, $6. Canada, abroad, 50c extra per year.

Irrigation Information

For the information of those who are using irrigation systems or are contemplating doing so, a recent announcement by the March Automatic Irrigation Co., Muskegon, Mich., discussing time and frequency of watering, says:

"No set rule can be followed in regard to frequency, as soils and temperatures differ so widely throughout the country. As a general thing in weather of 80 to 90 degrees and average sandy loam soil about ten hours per week is sufficient.

"It is acknowledged by leading practical growers that night watering is the most beneficial, beginning at about 6 p. m. Early morning watering is next best beginning at about 5 a. m. In very hot climates or temperatures watering is done throughout the day, beginning at 11 a. m. until 5 p. m. Water must never be turned off until afternoon however, or crops will burn.

"Size of mains is dependent on amount of irrigation to be run at one time. Systems for frost protection have larger mains than those using system for drought or greenhouse watering only.

"Either wood posts with top at least two inches in diameter or metal pipe posts can be used. Use pipe of either 1, 1¼, 1½ or 2 inch size; or second-hand boiler flues. It is not necessary to set in cement. Posts are placed 15 feet apart. It takes 55 posts per acre. They should be set at least 18 to 30 inches deep and from three to seven feet out of the ground, depending on crops raised."

Strong emphasis is laid on advisability of solid brass equipment.

Genesee Press Enlarged

Genesee Press, Rochester, N. Y., nationally known horticultural printing establishment, has been purcahsed by the Case-Hoyt Corporation, Rochester, extensive general printers. The business specialties of the Genesee Press will be continued at the combined plants with greatly increased facilities.

B & B Freight Rate—A saving of 30 per cent in freight charges on balled and burlapped stock will result from the recent abolishment of the old Class C rate by the Texas Railroad Commission, says J. Murray Ramsey, Austin, Tex., chairman of the legislative committee of the Southwestern Association of Nurserymen. This ruling applies to intrastate shipments only.

SCARFF'S Nursery
Headquarters for Small Fruit Plants And Lining Out Stock

Strawberries	Hardwood Cuttings
Raspberries	Iris
Dewberries	Spirea in variety
Blackberries	Privet
Elderberries	Hydrangea P. G.
Currants	Mallow Marvel
Gooseberries	Barberry Seedling
Grape Vines	Peonies
Asparagus	Honeysuckle
Horseradish	Euonymus Radicans
Rhubarb	Philadelphus Grand

Our list quotes lowest prices
W. N. SCARFF'S SONS
NEW CARLISLE, OHIO

Commercial Nursery Co.
Decherd, Tennessee
We expect to have our usual supply of
FRUIT TREES, SHRUBS and ORNAMENTAL STOCK
Also
PAPER SHELL PECANS, JAPAN PERSIMMONS, FIGS, and SHADE TREES of all kinds.
Write us for prices.

FACTS
You Should Know About
IRRIGATION SYSTEMS
Why March brass fittings resist minerals and will not rust or corrode.
Why March Rain-fed crops yield greater returns.
Write today for March Irrigation Facts.
MARCH AUTOMATIC IRRIGATION COMPANY
Muskegon, Michigan
March's Automatic Irrigation

Established 1868
Leading European Forest Tree Seed House
A. GRUNWALD'S KILNHOUSES
WIENER-NEUSTADT, AUSTRIA
Member A. A. N.
FOREST SEEDS FRUIT STONES
Highest germination and purity
Picea omorica and other rare specialties
Reliable—True-to-name

Mount Hope Nurseries
Lawrence, Kansas
DECIDUOUS TREES
Ash, Catalpa bungei, American Elm, Chinese Elm, Moline Elm, Vase Elm, Teas Weeping Mulberry, Birches, Oaks, Sugar Maple, Cutleaf and Soft Maple.
Evergreens, Shrubs, Vines, Roses Perennials, Apple, Cherry, Peach Plum, Pear, Etc.

THE AMERICAN ASSOCIATION OF NURSERYMEN
Is accomplishing much for the Nursery Trade.
With a record of fifty-three years of service.
Practical departments and active committees.
National conventions of inestimable value.
President—A. M. Augustine, Normal, Ill.
Unite with Seven Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.
Vice-President—John Fraser, Huntsville, Ala.
Write CHARLES SIZEMORE, Secretary, Louisiana, Mo., for full particulars.
CONVENTION DATE: 1930, MINNEAPOLIS, MINN.

Why Not

BE FOREHANDED and Provide for Your Wants in Advance

Write NOW for prices on
SEEDLINGS, FRUIT TREES, NORWAY MAPLE, EUROPEAN WHITE BIRCH and CRAETAGUS OXYACANTHA
or any other items from our line of
GENERAL NURSERY STOCK

Our large block of
MAZZARD SEEDLINGS
looks particularly fine at this time.

Portland Wholesale Nursery Company
424 E. ALDER ST.
Portland Oregon

Largest and Best Supply of

GRAPE VINES CURRANTS GOOSEBERRIES

in all old and new varieties and grown in the famous Chautauqua-Erie Grape Belt.

Sixty years' experience in growing and furnishing strong, fibrous roots of well-known HUBBARD COMPANY grade.

Prompt shipment.

Attractive prices made on quantity lots.

T. S. Hubbard Co.
FREDONIA, N. Y.

AMERICAN NURSERYMAN, Chief Exponent, twice a month $2.50 per year. Three years, $6. Canada, abroad, 50c extra per year.

COLLECTED STOCK
Hardy Lilies, Cornus, Viburnums, Ferns and Evergreens
Write for special quotations
J. J. NUDD
Exeter New Hampshire

Native Rhododendrons
Trial order offer. 50 Seedlings, 8 to 12 ins., 10 Select Clumps 2 to 3 ft., for $10.00. Packed well for shipment. Cash please.
Tennessee Evergreen Co.
Wholesale Carload Lot Dealers
Box 575 Elizabethton, Tenn.

Overhead Irrigation
Get our prices now on automatic overhead irrigation systems. Send for Free Book.
WHITESHOWERS, Inc.
6458 Dubois St., Detroit, Mich.
Costs Little!

THIS SPACE
$1.40 per issue
Under Yearly Term: $1.25

Three Bargains in Pines

RED PINE (Pinus Resinosa) is perhaps the most popular all-around evergreen. We offer some large lining-out stock which will grow into money in twelve months.

		(100)	(1000)
50,000	12 to 18 inches transplanted	$10.00	$ 80.00
5,000	18 to 24 inches transplanted	15.00	125.00

RIGA SCOTCH PINE (Pinus Sylvestris Rigensis) This variety has all the good points of the type and none of the bad. Reddish branches, straight symmetrical head. A coming ornamental.

20,000	12 to 18 inches transplanted	$ 8.00	$ 60.00
7,000	18 to 24 inches transplanted	10.00	80.00

AUSTRIAN PINE, the ideal ornamental of medium size. We offer some splendid bushy stock at astonishing prices.

9,000	10 to 16 inch, twice transplanted	$18.00	$150.00

(Write for our Autumn Bargain List)

KELSEY NURSERY SERVICE
Fifty Church Street, New York City

PORTLAND ROSES

2-Year, Field-Grown, Budded Stock

BROADLEAVED EVERGREENS — CONIFERS
FLOWERING SHRUSB — ROCK PLANTS
HARDY PERENNIALS — HARDY VINES

Ask for New Price List Just Off the Press

MOUNTAIN VIEW FLORAL COMPANY
Office: 341 E. 72d Street S. Portland, Oregon

Andrews LATHAM Raspberry

MOSAIC-FREE STOCK—RELIABLE
ANDREWS NURSERY CO., Faribault, Minn.

SPECIAL
A Loose Leaf
PLATE BOOK
At the Price of a Map
80 COLORED PAGES
Special Sample Price $2.00
PROCESS COLOR PRINTING CO.
Formerly CHRISTY, INC.
Searle Bldg. ROCHESTER, N. Y.

HALF MOON MANUFACTURING & TRADING CO. Inc.
80 BROAD STREET NEW YORK, N.Y.

IMMEDIATE DELIVERY
"BOSKOOP" (Dutch) Burlap Squares (all sizes)
"BOSKOOP" Fine Granulated Peat Moss
"TONKING" STAKES
SHADING BURLAP REED MATS
Write for Price-List

TREE SEEDS
Seeds of Conifers, Trees, Shrubs, Alpine and Perennials, Aquatic Plants, Field and Flower Seeds. And Japanese Nursery Stocks. Send for our catalogue.
The Chugai Shokubutsu Yen
Yamamoto, Kawabegun, Nr. Kobe (Japan)

ELM TREES

GET IN TOUCH WITH US BEFORE YOU BUY
PFUND-BELL NURSERY CO.
Lake Street ELMHURST, ILLINOIS

PRIVET and BERBERIS
Splendid Stock
Write for Special Quotations.
LESTER C. LOVETT
Milford Delaware

Hill's Evergreen Plate Book
50 four-color process prints from photographs, 40 Evergreen pictures, 10 Shrub pictures. Size 5¼ x 9 in. Loose leaf. Cloth binding, $3.75. Leather, $4.50. Post-paid. Great help in selling. Order for your salesmen. Money refunded if not satisfied.
D. Hill Nursery Co.
Evergreen Specialists • Largest Growers in America
Box 402 DUNDEE, ILL.

DAPHNE CNEORUM

	Per 100
Rooted layers	$15.00
4- 6 in. Spread	25.00
6- 8 in. Spread	35.00
8-10 in. Spread	45.00

Cash please. Packing free.
C. BOOY, Agawam, Mass.

DAHLIA BULBS You can make money selling bulbs to your customers or growing them for yourself. We grow twenty acres of dahlias for the florist trade and can furnish millions of bulbs at a reasonable price. Write today for wholesale list.
PAYNE FARMS, Dept. A.N., Shawnee, Kan.

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When in need of one or more books on Nursery practice or horticulture in any phase, apply for price quotation to:
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P. O. Box 124 39 State Street
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DIGITALIS White, Purple, Rose, Yellow
Write for list of PERENNIALS, GRAPE VINES, BERRY PLANTS, Etc.
JOHN H. TSCHETTER
SPENCERPORT, N. Y.

Nursery Trade Bulletin

F. G. Barbaccia will establish a commercial Nursery in Willow Glen, Cal.

—

W. H. Gilson has opened a new Nursery within a block of his old location in San Diego, Cal.

—

Little Tree Farms, Framingham Center, Mass., operates a large accessory store in connection with the Nursery.

—

W. N. Ferguson, Nurseryman, and Arthur Sunderland, landscape architect, have established **Ferguson's Nursery,** Glendale, Cal.

—

Karl M. Wagner Nursery, Los Angeles, Cal., is specializing in alpine plants and perennials, rock garden varieties and Christmas novelties.

—

Announcement is made that the New Jersey State Nurseries are maintained to encourage reforestation in the state. The seedlings are available to any landowner in the state wishing to do forest planting. The price is $3.50 per 1,000, the actual cost of producing the stock.

—

From Geological Survey of Alabama: Monograph 9, "Economic Botany of Alabama" (Part 2), being a catalog of the trees, shrubs and vines of Alabama, with their economic properties and local distribution, by Roland M. Harper; 357 pages, illustrated with halftone plates, maps, etc.

—

Yard and Garden Contest Results—Reports on the yard and garden campaigns that were conducted last year, and that are planned for next year, were made by E. C. Cary of A. A. N. Campaign Headquarters to the Southern Nurserymen's convention in Birmingham. He said that there were 48 contests in 1928, 362 in 1929, and 500 is the goal set for 1930. Mr. Cary told of the great benefit that has come to the industry as a result of these contests.

—

Houston Wants Convention—Houston Nurserymen will bid for the 1931 convention of the Southwestern association at its next meeting in Dallas, said R. H. Bushway, secretary of the South Texas organization.

"Conventions of the Southwestern association have been conducted in north Texas for the last two years," Mr. Bushway pointed out, "but we are determined to bring it to Houston for the next parley."

Nurserymen will cooperate with Haygood Ashburn, Chamber of Commerce convention and tourists bureau head.

Fort Worth, Tex., Nursery Co., K. T. Martin, manager, has placed 3500 pecan trees in Parker County. It had a pecan exhibit at the county fair last month.

—

W. B. Clarke, San Jose, Cal., urges that Nurserymen of California be afforded an avenue of appeal to the state agricultural department when unjust action holds up shipment of stock and renders some valueless.

—

Professor H. J. Quayle of the University of California Citrus Experiment Station at Riverside, has been asked by the United States Department of Agriculture to take charge of an expedition to foreign countries, principally Europe and Africa, which has as its object research work on the Mediterranean Fruit Fly in connection with the recent outbreak in Florida.

—

Seed houses have been interested in the fact that Persian melon seed received in Delaware from the Pacific coast at $4 per pound proved on laboratory test to have germination property of but a small percentage. Upon subjecting the seed to the Semesan treatment, which Nurserymen are experimenting with, the seed gave an average stand.

—

At the Southern California Nurserymen's October meeting, Roy F. Wilcox, Montebello, suggested that Nurserymen donate plants for contests among school children and commended the Nurserymen for supplying stock for landscaping the grounds of the recently established entomological laboratory at Whittier. The association will appoint a committee to confer with a committee from the Japanese Nurserymen's Association to arrive at a better merchandising and price plan.

—

Shipping Palms by the Carload—The Everglades Nursery at Fort Myers, Fla., shipped a solid carload of palms to Orlando, Fla., late in September, the shipment being composed of four-year-old Washingtonian and Cocos plumosa stock. Earlier in the week a carload of palms was consigned to West Palm Beach. The palms shipped to Orlando were used in a municipal beautification program. Part of the shipment was planted in the Orlando cemetery, while the others were used in the parks and along the streets. Other projects completed by the Everglades Nursery recently include the beautification of the Hotel Charlotte Harbor grounds in Punta Gorda and the planting of the grounds of the new Prospect school at Punta Gorda. The Everglades Nursery is shipping hundreds of palm over the state for beautification of streets, parks, hotel grounds and private lawns.

Incorporations: **Scott Landscaping & Development Corporation,** Greenwich, Conn., William P. Scott, J. Douglas Scott, Elizabeth L. Scott; **Floral City Nurseries,** Monroe, Mich., $100,000.

—

Baker Bros. Nursery, Fort Worth, Tex., has been improved by addition of a packing shed 60 x 90 and a greenhouse 33 x 100. There are 600,000 evergreen cuttings in the two propagating houses.

—

Executives of the Washington Nursery Co., Toppenish, Wash., report: Business is good. The wholesale business is considerably ahead of last year's and a far better cleanup in fruit trees and ornamentals than for several years is expected.

—

United Growers of America—This newly formed organization, nation-wide, for fruit and vegetable marketing, capitalized at $50,000,000, with executive offices in New York City, to maintain a domestic and foreign sales service for joint use of cooperative associations, may be the means of causing greater use of Nursery fruit stock.

At the recent annual meeting of the Utah Horticultural Society in Provo, attended by 200 horticulturists and presided over by P. A. Dix, formerly a Nurseryman, J. J. Porter of Salt Lake stated that American homes were about 25 per cent planted. United action in the Nursery trade was urged by B. G. Vorse of the Utah Nursery in order that obstacles might be removed to the shipment of Utah Nursery stock into neighboring states.

—

According to studies made at the Georgia Experiment Station the value of barnyard manure in crop production is markedly increased by adding 100 pounds of rock phosphate and 20 pounds of sulphur per ton of manure and composting for three months. This improvement is accounted for in the conclusion that the sulphur checks the loss of ammonia of manure and also develops an acid that acts on rock phosphate and makes its phosphorus more available as a plant food.

—

Elton J. Lynch, president of the Mar-Va Nurseries came near meeting an accidental death while touring the Blue Ridge Mountains in North Carolina where he was in search of Nursery stock. In trying to back out of a tight place the rear wheels of his automobile slipped over the edge of a steep cliff. He managed to extricate himself from this dangerous situation without the loss of the car.

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up to 4 inches
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First Class Collected Stock
Rhododendron maximum and Mountain Laurel, 2-4 ft., 25, $4 per 100, $15.
Holly, Hemlock, 2-4 ft., 25, $4; 100, $15.
Rhod. max. and Kalmia, in carload lots, $125.
Seedlings of above stock, 6-18 in., 100, $6; per 1,000, $50.
Local orders burlapped, roots packed in moss.
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4 feet	3.50	30.00
5 feet	5.00	40.00
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2 feet	$ 7.00	$ 65.00
3 feet	8.50	80.00
4 feet	10.50	100.00
5 feet	13.00	125.00
COLORADO SPRUCE		
2 feet	$ 4.00	$ 35.00
3 feet	5.00	45.00
4 feet	6.00	55.00
5 feet	8.00	75.00

DOUGLAS FIR	Each	10
3 feet	$ 4.00	$ 35.00
4 feet	5.00	45.00
5 feet	6.50	60.00
6 feet	9.00	85.00
NORWAY SPRUCE		
1½ ft.	1.00	9.00
2 feet	1.50	12.50
WHITE SPRUCE		
2 feet	$ 2.50	$ 20.00
3 feet	3.50	30.00
4 feet	4.50	40.00
5 feet	5.50	50.00

Prices on above includes B&B. Packing at cost. F. O. B. Framingham, Mass.

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Novel Character of The Boyce Thompson Southwestern Arboretum In Arizona, Between Phoenix and Globe—Col. Thompson Has Additional Plans

WHILE botanical gardens have been established in nearly all parts of the civilized world, and their history covers many centuries, all of them have been established in regions of greatest rainfall. The Boyce Thompson Southwestern Arboretum* stands out alone as the one institution of plant research work which deals almost altogether in the propagation, culture and experiment with plants, shrubs, trees and flowers which are found growing in the arid and semi-arid parts of the world.

The most prolific sources of these plants are in those parts of the globe where soil, climate and rainfall are similar to those found here in Arizona, Australia, Africa, South America, Southern Europe, the West Indies, Mexico and other countries.

That the riches of the nearby country may not be overlooked in the search for the rare plants from far countries, special emphasis is placed on an intensive study of the plants and trees that are native to Arizona, Nevada and New Mexico.

While the area of the Southwestern Arboretum covers many hundreds of acres, the active work so far has been confined to a comparatively small area. In a sheltered valley close beside the state highway between Phoenix and Globe and near to the mining town of Superior has been located the laboratory, propagation house and the headquarters of this institution.

To Dr. F. J. Crider is due a great deal of the credit for the planning of the grounds, for the research work, and in short, the bringing to fruition the vision of Col. Thompson.

Dr. William Crocker, director of the Boyce Thompson bureau of plant research at Yonkers, New York, has advised in the carrying out of these plans.

Col. Thompson is still very much alive and the Southwestern Arboretum is perhaps but a beginning of his service to the world, nevertheless, the world will look upon this and other similar accomplishments with gratitude that the vision of such a gigantic plan came to one who had the rare combination of means to do and the determination and ability to make the dream a reality.

*Dedicated last spring [A. N. May 1, p. 257]

COL. WM. BOYCE THOMPSON,
Yonkers, N. Y.

To Overcome Resistance

Adopting the slogan of the Nurserymen's Publicity Campaign Elmer T. Peterson, editor Better Homes and Gardens, says: "There cannot be a wholly satisfying home that does not have a beautiful background. Your community is a part of your background—a portion of your own landscape."

Continuing he says: "The old frontiers were pushed westward, decade by decade, until they have vanished into the mists of the Pacific.

"The first wave of civilization has done its work. Now comes the second wave, which has to do with the conquering of long stretches of waste areas—of unkempt landscapes adorned with weeds, rubbish, and dreary houses—of vacant lots—and the eyesores of an industrial age left in the wake of money-making engines of civilization.

"Now there is this new frontier—the result of what we call civilization—that must be conquered. No greater challenge confronts the garden clubs of America.

"Their work in conquering this new frontier of wasteland and rubbish is primarily local, of course, but it has a decided national aspect, because it is by the force of example and by cooperation that great movements like this are put into effect. It is highly desirable, therefore, that there be a nation-wide campaign to make America beautiful. What has been done in one community can be done in another. That is the secret of success in impressing any given city with the importance of working to this end.

"Better Homes and Gardens is enlisted in this fight for the duration of the war. And it is a real fight, for there is enormous passive, if not active, resistance."

Rose Growing In Texas

Smith County, Tex., and surrounding territory has for some time been known as a great rose-producing section. It is the subject of a recent survey by a representative of the Southern Florist who characterizes it as the South's largest rose-growing section, perhaps only exceeded in the United States by development in California. Centers in the Texas territory are Tyler, county seat of Smith, and the Myrtle Springs section in VanZandt County. It is stated that shipments of rose plants from Tyler last year amounted to 80 carloads, besides less than carload and express shipments. Many of these plants went to Nurserymen of the northern states. Two-year plants average 25,000 to the carload; one-year plants up to 100,000. It is estimated that 500 acres are devoted to rose plant culture in and about Tyler; that 90% of the Nursery acreage in the section is of rose plants.

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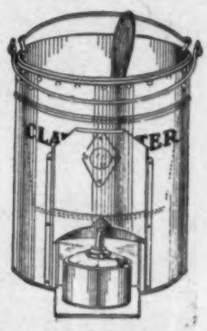

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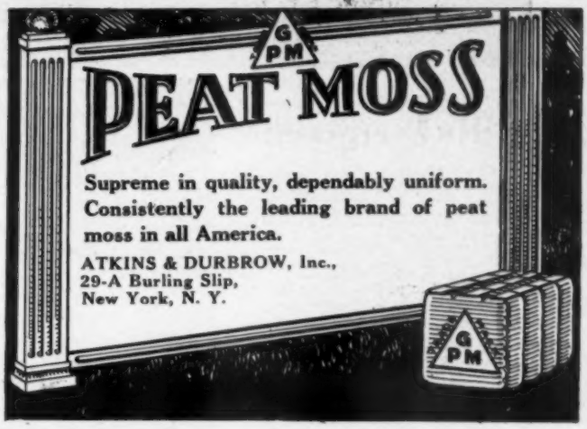

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An extra fine lot of Roses at attractive prices.

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Hill's Evergreens

The propagating department of the Hill Nursery includes 25 of these modern greenhouses, having an annual capacity of 2,000,000 evergreen cuttings and 300,000 evergreen grafts. In these greenhouses are produced many of the horticultural varieties of Evergreens.

Hill's Evergreens

One of the workrooms in the greenhouse showing men at work in the evergreen grafting operations. All Juniper grafts produced at the Hill Nursery are grafted on Juniper understocks an important point to remember in buying grafted Junipers.

Hill's Evergreens

Ten acres of seed beds are not an everyday sight. This is the area which we devote to seedbeds each year so that including the one year beds there are approximately twenty acres of seedlings in the Hill Nursery always on hand. The growing of seedlings in the Nursery is an operation to which we have devoted a great deal of thought and effort. No seed is planted except from definitely known sources.

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